

EC'd Yes Last Received: 09/24/2012 3:49 PM Showing Buylines: All Lines

Station	WVBT-TV NORFOLK, VA.	Agency	() WATERFRONT STRATEGIES	Rep Firm	
Advertiser	() HOUSE MAJORITY PAC		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	HOUSE MAJORITY PAC		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY
Estimate#	1435		Agency C/P1/P2/E 112/119/1435	Salesperson Phone#	215-567-6005
Buyer	Dan Nagelberg		Flight Dates 09/25/2012 - 10/01/2012	Salesperson FAX#	215-567-5938
Phone#			Hiatus Weeks		
Fax#					

-- CONTRACT COMMENT --

CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=*

-- REMARKS --

VER 3 ISSUED TO REV ADVT CODE/PRODUCT
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10A-11A	MILLIONAIRE	:30	\$100.00	09/25-09/28	2	1	2	\$200.00	
	2	TU-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/25-09/28	4	1	4	\$1,000.00	
	3	TU-F	7P-730P	TMZ ON TV	:30	\$400.00	09/25-09/28	2	1	2	\$800.00	
	4	M	8P-9P	BONES	:30	\$2,000.00	10/01-10/01	1	1	1	\$2,000.00	
	6	TU-F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/25-09/28	2	1	2	\$2,400.00	
	7	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
	10	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	11	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	12	M	7P-730P	TMZ ON TV	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	13	M	10P-1045P	LATE NEWS	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
	14	TU-F	5A-6A	RICKI LAKE	:30	\$15.00	09/25-09/28	4	1	4	\$60.00	
	15	M	5A-6A	RICKI LAKE	:30	\$15.00	10/01-10/01	1	1	1	\$15.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	TU-F	11A-12P	JEFF PROBST	:30	\$100.00	09/25-09/28	2	1	2	\$200.00	
	17	M	11A-12P	JEFF PROBST	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	18	TU-F	12P-1P	WENDY WILLIAMS	:30	\$100.00	09/25-09/28	3	1	3	\$300.00	
	19	M	12P-1P	WENDY WILLIAMS	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	

--REPORT TOTALS--

Report Totals: 28 / \$10,075.00

--SALES MONTHLY TOTALS--

Sep 12: 20 / \$5,960.00 Oct 12: 8 / \$4,115.00

Sales Totals: 28 / \$10,075.00

Station Totals: 28 / \$10,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$100,750	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE

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